

# Navigate Newborn Screening

 An Expecting **Health** Program

*Community Outreach Partner Toolkit*

**Learn. Connect. Advocate.**

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A close-up photograph of a woman with dark hair, smiling warmly as she holds a newborn baby. The baby is wearing a white onesie and is looking towards the right. The woman's hands are gently cradling the baby's head and body. The background is softly blurred, showing what appears to be an indoor setting with light coming from a window.

## VISION

To create a landscape where all families have equitable access to newborn screening education

## GOAL

Create a newborn screening training program for families to help them build the confidence to advocate for their family's health and needs, locate leaders, and serve as leaders in newborn screening and healthcare systems

**Navigate Newborn Screening** is a free learning opportunity that provides families with timely newborn screening information. Navigate Newborn Screening builds the capacity of families, new and expecting parents for storytelling, advocacy, and information seeking in the newborn screening system. The module provides information and tools to understand and act on newborn screening results.

Use this toolkit to support your dissemination and outreach efforts for Navigate Newborn Screening.

**ACCESS THE MODULE AT  
[EXPECTINGHEALTH.MYABSORB.COM](https://expectinghealth.myabsorb.com)**





# Key Facts

Navigate Newborn Screening is an educational module for families to learn about newborn screening and gain skills to be leaders in the newborn screening system.

- **Driven** by a family need
- **Informed** by evidence
- **Developed** in partnership with families

**It's a free module.**

**It takes 40-45 minutes to complete.**

**Watch on your computer or phone – wherever you are.**

**Play and pause the modules to learn on your own schedule.**



# What's the benefit?

## Your Community Benefits



**Learn about the most common screening test**



**Gain leadership and advocacy skills**



**Options to attend national conferences or meetings**

**All partners** will receive recognition of our partnership through a certificate and social media posts.

- **Gain access** to newborn screening educational content
- **Grow your network** through additional dissemination channels
- **Receive data** highlighting who has accessed the module after your referral



Copy and paste this onto your website or personalize the text.

## Share on your website

Newborn screening is an essential public health service that is important for families to understand. Although nearly all babies born in the U.S every year receive newborn screening, only about **two out of three** people are aware of newborn screening and only about **one out of three** people can correctly identify a definition of newborn screening.

Expecting Health created a free educational module for families called **Navigate Newborn Screening**. In this short module, you will learn about the newborn screening process, questions to ask your healthcare provider, and more!

Sign up for free at

<https://expectinghealth.myabsorb.com?KeyName=VirginiaDH>



## Copy the text or personalize it for your social media.

- Looking for FREE #newbornscreening information? Learn how to chart a course for a healthy baby through Expecting Health's Navigate Newborn Screening educational module! <https://expectinghealth.myabsorb.com?KeyName=VirginiaDH> #NavigateNBS
- So much happens in the first few days of your child's life... Get ahead by learning about #newbornscreening through Expecting Health's Navigate Newborn Screening educational module. Sign up at <https://expectinghealth.myabsorb.com/?KeyName=VirginiaDH> #NavigateNBS
- Get free health information on the go! Learn about the first test your baby gets by signing up for Navigate Newborn Screening at <https://expectinghealth.myabsorb.com?KeyName=VirginiaDH> #NavigateNBS #newbornscreening
- Don't wait until you get to the doctor's office to understand your child's health. Learn about #newbornscreening through the free Navigate Newborn Screening module today! Sign up at <https://expectinghealth.myabsorb.com?KeyName=VirginiaDH>. #NavigateNBS
- Not all states screen for the same #newbornscreening conditions. Learn why and how that may impact your family on Expecting Health's Navigate Newborn Screening educational module. Sign up at <https://expectinghealth.myabsorb.com?KeyName=VirginiaDH> #NavigateNBS

Share on  
social  
media





# Educate Your Community

We have promotional materials for you to use on your website, social media, and for in-person events including:

- Graphics
- One-pagers
- Logos



Follow us to stay up to date



Facebook.com/ExpectingHealth



@ExpectHealthOrg



@ExpectingHealth

Follow and use **#NavigateNBS** in your posts to join the conversation!



A soft-focus photograph of a woman holding a sleeping baby. The woman is seen from the side, her face partially visible as she looks down at the baby. The baby is sleeping peacefully with its eyes closed, resting its head against the woman's shoulder. The lighting is warm and natural, creating a calm and intimate atmosphere.

*Have more questions or interested in customizable graphics?*

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**Visit [www.ExpectingHealth.org/Navigate-Newborn-Screening](http://www.ExpectingHealth.org/Navigate-Newborn-Screening)**

